

The three and a half minute film follows the iconic symbol of the brand - the panther - on a whirlwind trip around the globe where he brushes with key moments and locations from Cartier's rich history.

The panther itself is steeped in history. 'La Panthère' being the nickname of Cartier's legendary designer Jeanne Toussaint who created their first ever piece of panther jewellery - a bracelet for the Duchess of Windsor.

The panther travels to St Petersburg in the snow, to China where he comes face-to-face with a golden dragon, to an Indian palace built upon an elephant's back and filled with glittering animal jewellery (many pieces of which reside in the Cartier archive), before leaping aboard the wings of an identical replica of the airplane built by Alberto Santos-Dumont, to showcase the classic Cartier Santos watch (first commissioned by the Brazilian aviation legend in 1904).

